

**Abstract**

12- A telecommunication method and a receiving apparatus for enabling the telecommunication method. A telecommunications mobile device comprises an identification card, a radio receiver, and/or a television receiver, wherein the identification card is capable of identifying the user of the telecommunications mobile device. When the telecommunications mobile device receives digital data, transmitted over a broadcast channel as program-accompanying data in a media program, it displays information, corresponding to the received digital data, on a display of the telecommunications mobile device and allows the user to enter a command. Based on the entered command, a message is prepared that includes at least one data field from the received digital data as well as an identification of the user determined from the identification card. The prepared message is then sent over a mobile radio network.